



DELUXE.001A

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant : Weber et al. | <p style="text-align: center;">CERTIFICATE OF MAILING</p> <p>I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on</p> <p style="text-align: center;"><u>May 2, 2005</u> (Date)</p> <p style="text-align: center;"><u>Gregory A. Hermanson</u> Gregory A. Hermanson, Reg. No. 53,018</p> |
| Appl. No. : 09/550,354 | |
| Filed : April 14, 2000 | |
| For : INTELLIGENT PERSONALIZATION SYSTEM AND METHOD | |
| Examiner : Yogesh C. Garg | |
| Group Art Unit : 3625 | |

RESPONSE TO OFFICE ACTION

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action, dated December 1, 2004, Applicant respectfully submits claim amendments and remarks as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.